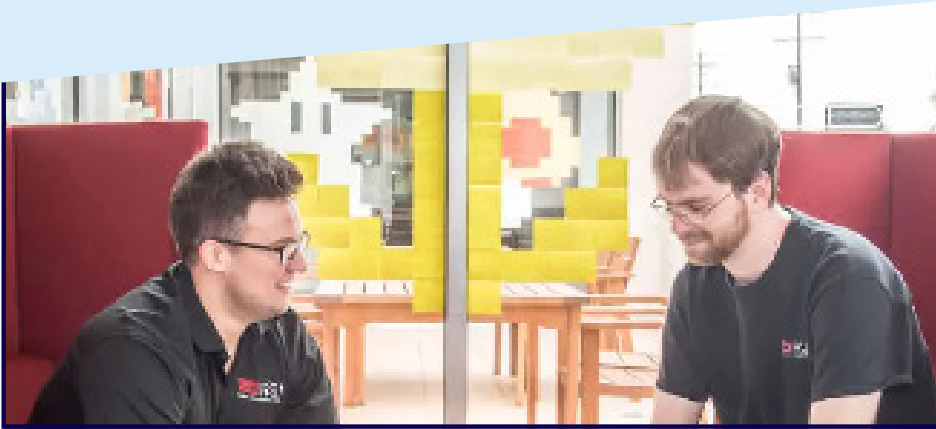




Sparq Picks Buffalo For Software Expansion



PROJECT OVERVIEW:

Sparq (formally Rural Sourcing) provides outsourced software development services to build, deploy and optimize critical online applications. The company operates eight sites through the United States and was seeking additional market expansion to fulfill current business obligations and capture additional market growth opportunities. The company was interested in investigating a potential region's IT ecosystem, workforce and higher education, operating costs, and quality of life benefits.

PROJECT SOLUTION:

Sparq contacted Invest Buffalo Niagara (InBN) directly, sharing an initial request for information. The information provided and meetings with the company allowed Buffalo Niagara to make an initial cut down to six potential regions, and eventually the final four for the project.

InBN then hosted Sparq on a two-day region visit. The company met with partners in talent recruitment, workforce development, the tech ecosystem, diversity and inclusion, young professional networks, commercial real estate, and potential incentives. The impressive visit, welcoming community, affordable operating environment, diverse workforce, growing young professional population, and an eventual Excelsior Jobs Tax Credit award from Empire State Development helped Sparq decide to locate its expansion in Buffalo. The company is leasing coworking HANSA.

COMPANY:

Sparq (formally Rural Sourcing)

PROJECT TYPE:

Advanced Business Services

JOBS: 150

INVESTMENT: \$2.6 Million

INCENTIVES:

Empire State Development
Excelsior Jobs Tax Credit

“ Our belief is that you don't have to live in New York City or San Francisco to be a great software developer. ”

- Ingrid Curtis, President of Sparq, via The Buffalo News.